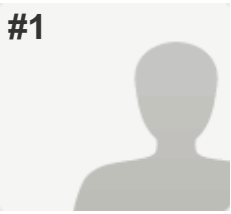


#1



**COMPLETE**

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**Last Modified:** Wednesday, July 20, 2016 9:10:28 AM  
**Time Spent:** 00:00:33  
**IP Address:** 75.32.228.227

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

This is good

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

not so good

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

same

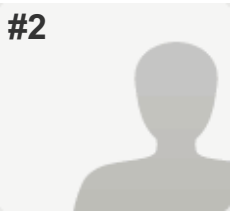
---

**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

ok

---

#2



**COMPLETE**

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**IP Address:** 75.32.230.177

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

*Respondent skipped this question*

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

It looks sound.

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

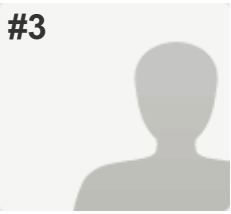
*Respondent skipped this question*

**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

Parking and traffic flow from customers. Traffic flow of supply trucks servicing the commercial area.

---

#3



**COMPLETE**

**Collector:** Web Link 1 (Web Link)

**Started:** Thursday, July 21, 2016 9:20:59 AM

**Last Modified:** Thursday, July 21, 2016 9:30:57 AM

**Time Spent:** 00:09:57

**IP Address:** 66.75.9.28

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

This seems a bit more in line with Ponto Vision Plan - I would like to see more about pedestrian safety and traffic impact

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

Is the main access off of Ave Encinas? How are people supposed to safely cross street at the private trail over to the public trail? that is a lot of traffic. Currently this crossing is very dangerous as it is

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Can Avenida Encinas really effectively handle all this traffic? It is a one lane with a stop sign. Very concerned with pedestrian safety

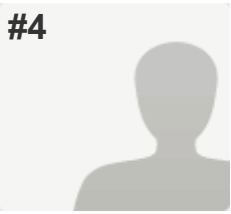
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

So no residential on this side of the development?

---

#4



**COMPLETE**

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**Last Modified:** Thursday, July 21, 2016 1:45:27 PM  
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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

*Respondent skipped this question*

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

*Respondent skipped this question*

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

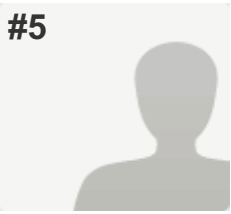
I would much rather have signals than roundabouts. People rarely know how to manage a roundabout properly and end up holding up traffic rather than having it proceed. Also, there are lots of pedestrians that walk those sidewalks, and I am concerned that cars exiting the roundabout may not be on the lookout for pedestrians. I would rather see a signal there with an all way crosswalk for pedestrians to cross simultaneously.

**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

*Respondent skipped this question*

---

#5



**COMPLETE**

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**Last Modified:** Friday, July 22, 2016 9:19:54 AM  
**Time Spent:** 00:12:33  
**IP Address:** 66.75.3.70

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

Not everyone is physically fit enough to use bicycles as transportation. Will you have enough parking? Or will this just add to the dearth of parking near the beach?

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

Entrance to "General Commercial" area should be off Ponto Drive, not Avenida Encinas in order to prevent traffic back-ups and accidents.

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

*Respondent skipped this question*

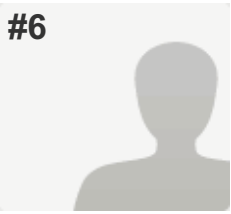
---

**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

Keep retail to one story. This will end up being souvenir shops and fast food restaurants to cater to beach-goers.

---

#6



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Friday, July 22, 2016 2:32:49 PM  
**Time Spent:** 00:10:49  
**IP Address:** 76.88.19.186

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

Quality of life for local residents and future new residents should include good security, noise pollution controls and the beach rental guidelines for the new homes.

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

Carlsbad is full of visitors who are not familiar with the concept of roundabouts. It is safer and more straightforward to have simple traffic lights with a fine tuned traffic sensor system. It will help with the traffic flow without slowing down the traffic on the main streets.

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Parking is always a challenge for the beach front properties. I am certain that a plan to prevent beach goers from parking on site is at work. Even with well thought out plan, with market, shops, restaurants and amphitheater, more parking spaces will be needed. Maybe the open space can be designed with lots of greens to serve a dual functions.

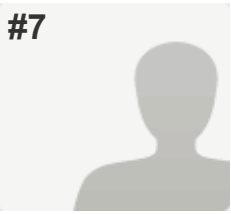
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

I will be happy not to have the amphitheater feature on such a small parcel. It requires lots of parking spaces while generates little revenue. It can also be a source of loud noise and unpleasant activities way into the night and spill over to the residential neighborhoods.

---

#7



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Friday, July 22, 2016 2:37:39 PM  
**Time Spent:** 01:03:02  
**IP Address:** 108.83.3.105

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

Agree with 1) bring back sage, 2) Market concept and greenhouse architecture, 3) Connectivity and open space, 4) Energy conservation, compatibility

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

Corner space nice, but leave landscaping so that there are views for traffic/bikes/pedestrians, like upstairs dining/bar at restaurant to capture views, coffee/juice? bar in greenhouse good idea, like plaza, prefer smaller retailers/yoga space over gourmet market in larger space, like connected trails

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Like U-turn@101 and traffic medium on Ave Encinas, like 8' wide sidewalk/trail, concerned about safe ped crossings@round about and new access between Ponto and 101, do not like extra access between Ponto and 101, widen Ponto Rd for angled or straight in parking spots to get more spaces and easier in/out access, move bus stop further north along 101/too close to corner

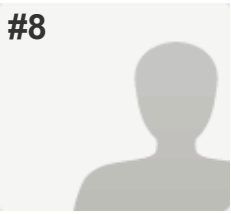
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

Unsure of restaurant exterior architecture/until see residential arch views, like all photos for furnishings, like upstairs upper dining with views to ocean, do not like market to be just one gourmet hall/need smaller shops with variety/amenities for residents and tourists

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#8



**COMPLETE**

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**Last Modified:** Friday, July 22, 2016 7:41:51 PM  
**Time Spent:** 00:00:11  
**IP Address:** 107.77.228.181

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

*Respondent skipped this question*

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

I was hoping for more shops and restaurants, less residential. Maybe something that will provide an ocean view from a top floor or balcony.

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

*Respondent skipped this question*

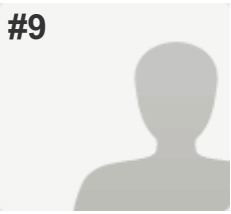
**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

*Respondent skipped this question*

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#9



**COMPLETE**

**Collector:** Web Link 1 (Web Link)

**Started:** Sunday, July 24, 2016 11:49:40 AM

**Last Modified:** Sunday, July 24, 2016 12:04:54 PM

**Time Spent:** 00:15:14

**IP Address:** 172.6.46.78

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

I like the overall idea of what Ponto should be. I think it fits what I have in mind for the area.

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

I generally like what I see here.

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

I generally like what I see.

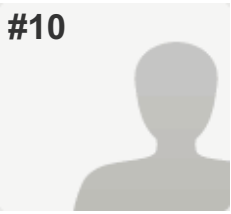
---

**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

I really like what I see here; it fits the site and the adjacent neighborhood in terms of scale.

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#10



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Sunday, July 24, 2016 4:57:50 PM  
**Time Spent:** 01:02:33  
**IP Address:** 99.11.16.254

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

No questions or comments.

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

Question 1: Is the parking at the General Commercial site intended for (restricted to) only General Commercial site visitors? Question 2: What is the plan for the proposed open space, e.g., park-like landscaping where people can play, hangout, etc. or maintaining the natural habitat? As a neighbor, a park-like setting would be preferable, at least for part of the open space. Comment: Ponto Park concept (zone 1) is difficult to envision without additional details and seems quite small if that will be the only park-like area in the development.

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

For biker safety, I would propose widening Ponto Dr. enough to include a bike lane on each side rather than "sharrow" bike/car shared lanes.

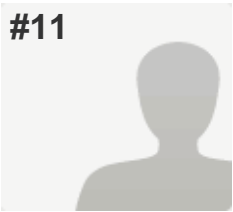
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

I realize these are just concepts, but as presented, it seems to be a pleasing idea regarding the "openness" of the buildings, the business that it may contain, and the signature tree area with tables. However, without comment about the height of the buildings, I am assuming maximum height will be the height of a typical 2-story building, which is fine. Higher would not be fitting to the site or location.

---

#11



**COMPLETE**

**Collector:** Web Link 1 (Web Link)

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**Last Modified:** Tuesday, July 26, 2016 7:06:07 PM

**Time Spent:** 00:10:19

**IP Address:** 66.75.1.95

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

"Ponto Central Market, with emphasis on retail, cuisine and social interaction". That is the only line in the Vision of any importance to me. We need some shops down there.

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

Too much residential. What you have for shops sounds very nice. There needs to be more.

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Widened Ponto drive is a good idea.

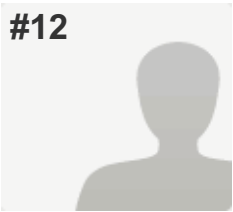
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

I like the market. But again, you have too much residential and not enough commercial.

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#12



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Saturday, July 30, 2016 1:51:33 PM  
**Time Spent:** 00:14:54  
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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

*Respondent skipped this question*

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

Make sure there are shady areas for congregating. A safe spot to cross to the beach will be needed. Free parking is necessary as well.

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

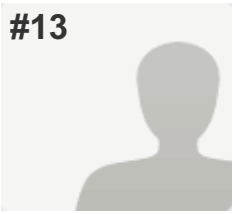
Make sure there are bike trails that are separate from car routes. The shared lanes are are not safe.

**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

Please keep it one story only, with beach cottage architecture. Trader Joes is preferable for the market.

---

#13



**COMPLETE**

**Collector:** Web Link 1 (Web Link)

**Started:** Sunday, July 31, 2016 3:30:30 AM

**Last Modified:** Sunday, July 31, 2016 3:34:53 AM

**Time Spent:** 00:04:23

**IP Address:** 99.10.124.236

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

The overall population density is very high.

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

I remain concerned about traffic flow on Avenida Encinas as well as the appearance of the 4 level (3 levels above ground) parking garage.

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**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

The proposed residential areas have too great a population density.

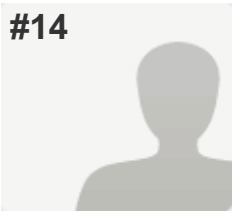
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

What will elevated views do to the views from the San Pacifico PUD? I think Vistalmar is screwed.

---

#14



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Sunday, July 31, 2016 7:59:41 AM  
**Last Modified:** Sunday, July 31, 2016 8:06:58 AM  
**Time Spent:** 00:07:16  
**IP Address:** 172.6.45.178

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

When will the plans for the East side of Ponto Road be released?

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

Have you considered putting parking underground like they did at Pacific Station in Encinitas?

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

*Respondent skipped this question*

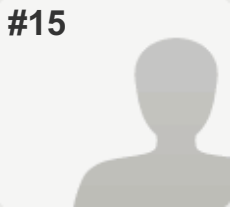
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

What are the proposed building heights of the commercial area (including any additional height added by fill during grading)?

---

#15



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Sunday, July 31, 2016 11:20:32 AM  
**Time Spent:** 00:43:22  
**IP Address:** 66.75.8.140

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

The final statement reads: "Overall, Ponto Village can be considered a place "off the grid, but connected to the world"." I hate to sound cynical, but what does this mean? This development will be connected to the grid; it will draw thousands of extra people to the area each year; and it will require the use of precious resources. It all sounds a little to trendy.

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

The revisions are a step in the right direction. However, I am still concerned with more high-density housing in the area. On top of that, we will have even more tourists. As a 13-year resident of the area, it hard to imagine a quiet, peaceful vibe with all the people (current resident, new residents, hotel guests, campground guests, and tourists).

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Did I mention traffic? Is 55 parking spaces enough? Most residents (at least in my neighborhood) cannot park their two cars in their garages. So, I am making the assumption that these spaces will be used my resident living in the immediate area, and not for people visiting. I think the U-turn lane on Carlsbad Blvd. will divert many cars from coming up Avenida Encinas and making the illegal U-turn at Ponto Dr.

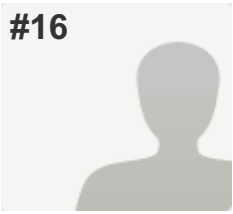
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

I appreciate that the commercial ideas could serve the whole community. A couple points: (1) How much of an ocean view would diners have? Will the lifeguard/maintenance buildings be coming down? (2) Why would there be showers at the corner of Carlsbad Blvd. and Avenida Encinas. Would diners paying a premium for ocean-view dining want to watch people showering off. Privacy?

---

#16



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Sunday, July 31, 2016 1:20:37 PM  
**Last Modified:** Sunday, July 31, 2016 1:20:40 PM  
**Time Spent:** 00:00:02  
**IP Address:** 75.32.230.50

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

*Respondent skipped this question*

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

*Respondent skipped this question*

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

The in/out for vehicles on Avenida Encinas and the proposed u-turn on Carlsbad Blvd propose dangers to pedestrian and bike traffic traveling to and from San Pacifico and the beach.

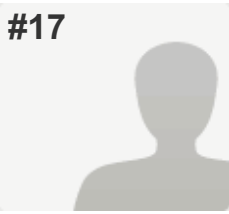
**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

*Respondent skipped this question*

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#17



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Sunday, July 31, 2016 2:09:08 PM  
**Last Modified:** Sunday, July 31, 2016 2:39:33 PM  
**Time Spent:** 00:30:25  
**IP Address:** 99.11.16.254

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

They are OK, but should have greater emphasis and discussion about compatibility with San Pacifico and relationship with Ponto beach. The commercial site has the opportunity to be THE beach and biking hangout in So. Carlsbad. This is the last opportunity to create this village hangout and needs to be very clear in the project vision and principles. The Ponto Beachfront Vision Plan vision and principles should be referenced and connected to your Project vision and principles to make sure the two are aligned.

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

the walking environment seems not so good, and there are cars crossing many of the pedestrian pathways, particularly to the beach. There needs to be more detail on what surf and bike furniture [racks, sand wash, etc.] is being proposed to make this the So Carlsbad hangout. I am concerned about blocked views to the beach as one walks/bikes/drives west on Ave. Encinas. A view study should be done to show building heights/locations and try to design the project to preserve as much as possible the great public views to the ocean. The pictures look nice, but how will that development quality be guaranteed? The roundabout is good to provide slow free-flow traffic with safer/better pedestrian and bike crossings.

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

I do not like the driveway on Ave Encinas. There are many people that walk to the beach along the sidewalk and putting more car crossing of the sidewalk is not good, it will back up cars on Ave Encinas. This driveway will be the main car access for the site due to the roundabout. The driveway crossing for pedestrians and bikes should be very safe from car crossings. The Coastal Rail Trail is now just a minimum striped bike lane. Carlsbad's Coastal Rail Trail should be better than this and the plans should show how the Rail Trail will be enhanced.

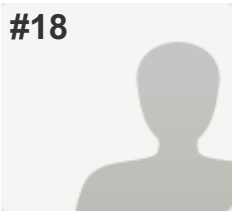
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

How will the market concept and proposed quality be detailed more and guaranteed? The concept of an open air market is good and would create a cool destination hangout in So Carlsbad. The plan should provide/show more pedestrian features and amenities to make the whole site a festive pedestrian marketplace.

---

#18



**COMPLETE**

**Collector:** Web Link 1 (Web Link)

**Started:** Sunday, July 31, 2016 3:11:16 PM

**Last Modified:** Sunday, July 31, 2016 3:28:35 PM

**Time Spent:** 00:17:19

**IP Address:** 99.165.38.250

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

please define "other possibilities".

Don't pretend that a large project on the Coast Highway is "off the grid" - this is something that will affect many people trying to go about their necessary daily travel between Carlsbad and Encinitas. This is insulting to people's intelligence.

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

What's the density ?

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Trails look great.

Share- OUHHS - having cars and bikes share the same lane-are working out to be the worst of both worlds. They sound good on paper but cyclists need more safety.

---

**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

Looks nicer than I expected !

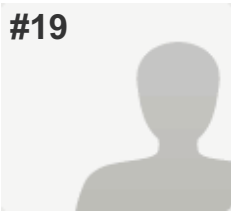
All I understood on elevation was 2 story maximum on commercial space - if there is more to it than that it must be spelled out clearly.

Beach showers are a big winner - esp. if runoff used on plants.

I had to laugh about the food adjectives - must everything be artisanal ? You should have the flexibility to offer whatever the residents would like to eat when they get hungry. :)

---

#19



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Sunday, July 31, 2016 11:23:21 PM  
**Last Modified:** Sunday, July 31, 2016 11:32:05 PM  
**Time Spent:** 00:08:43  
**IP Address:** 108.83.3.105

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

Meh. Lots of marketing fluff. Got tired of wading through the BS to look for the meat.

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

Looks far better than round 1. Looks more user friendly and lower density.

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**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

*Respondent skipped this question*

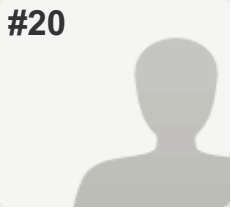
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

Have great doubts about the viability of a public market in such a location, but since this developer isn't a real developer it's just a placeholder anyway. How seriously should we take any of the retail mix ideas when they're just trying to establish a plan to sell to another?

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#20



**COMPLETE**

**Collector:** Web Link 1 (Web Link)

**Started:** Sunday, July 31, 2016 6:52:40 AM

**Last Modified:** Monday, August 01, 2016 7:12:38 AM

**Time Spent:** Over a day

**IP Address:** 99.11.18.52

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

I'm very concerned that not enough planning has gone into what the increase of visitors will do the the traffic, pollution, parking, ease of use for local residents as will as for out of town visitors. If their first trip to Carlsbad is not a pleasant one, they will not be back to spend their tourist dollars here.

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

Very concerned about the residential area, any building must be designed to not block ocean views from existing residential areas that exist currently. Blocking said ocean views directly impacts costs and re-sale opportunities having a direct impact on current home owners.

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**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Would like to see La Costa widened to allow for some of the increased traffic to exit 5 south here instead of Poinsettia.

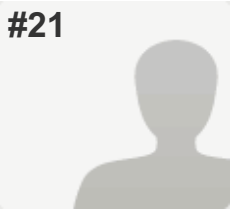
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

Any new construction elevation should not be higher than existing residential housing. We do not want another Hilton like project that has blocked Ocean visibility and access.

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#21



**COMPLETE**

**Collector:** Web Link 1 (Web Link)

**Started:** Monday, August 01, 2016 8:05:51 AM

**Last Modified:** Monday, August 01, 2016 8:08:35 AM

**Time Spent:** 00:02:43

**IP Address:** 24.43.247.116

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

I like it -- authentic to the site.

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**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

The kind of amenity we need in South C-Bad. Good job.

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Seems to make sense.

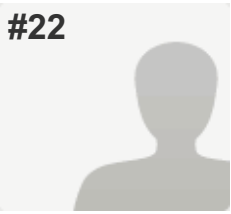
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

How do we ensure that the great design presented continues along Carlsbad Blvd?

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#22



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, August 01, 2016 8:18:45 AM  
**Last Modified:** Monday, August 01, 2016 8:19:37 AM  
**Time Spent:** 00:00:51  
**IP Address:** 76.88.87.130

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

Why do you think it's okay to take away our local beach? Why is it okay to bribe local officials with campaign donations (Lorraine Wood)? Where are we going to park?

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

*Respondent skipped this question*

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**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

*Respondent skipped this question*

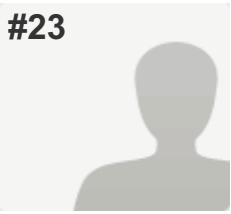
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

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*Respondent skipped this question*

#23



**COMPLETE**

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**Started:** Monday, August 01, 2016 8:32:51 AM  
**Last Modified:** Monday, August 01, 2016 8:50:39 AM  
**Time Spent:** 00:17:47  
**IP Address:** 192.35.156.11

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

Carlsbad does not need any more building. Period. Enough. The Carlsbad lifestyle has been degraded by the years of building, increased traffic, loss of open space, over populated sports fields, and the landscape is littered with buildings instead of the beauty that once was there. Sad times for Carlsbad. Please stop.

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

*Respondent skipped this question*

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**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

*Respondent skipped this question*

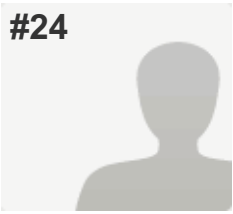
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

*Respondent skipped this question*

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#24



**COMPLETE**

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**Started:** Monday, August 01, 2016 10:48:40 AM  
**Last Modified:** Monday, August 01, 2016 10:51:01 AM  
**Time Spent:** 00:02:21  
**IP Address:** 66.75.9.177

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

What is Greenhouse inspired architecture?

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**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

Public market? Is this necessary? Shopping is less than 1 mile away. Dog park, please?

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Beach parking? 55 spaces will be primarily for shopping, restaurants. Has Shopoff analyzed the horrific beach parking situation nearby? Has Shopoff worked with Calif Parks Depart re: beach parking. This area of Ponto has become the overflow parking area for the beach.

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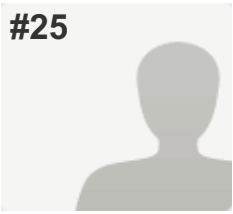
**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

*Respondent skipped this question*

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#25



**COMPLETE**

**Collector:** Web Link 1 (Web Link)

**Started:** Tuesday, August 02, 2016 6:18:52 AM

**Last Modified:** Tuesday, August 02, 2016 6:23:27 AM

**Time Spent:** 00:04:34

**IP Address:** 76.88.90.169

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

Looks like they have done a lot of research on the area. So that's a good start.

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**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

I like the trails and added open space.

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**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Looks like this will make walking to the beach a bit safer. It also looks like this will make a nice entry into Carlsbad

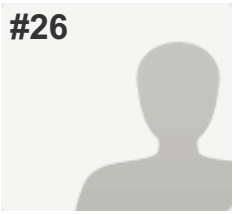
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

I'm excited about the opportunity for quality retail. The concepts look really fun and unique. South Carlsbad doesn't have anything like this.

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#26



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, August 02, 2016 8:54:35 AM  
**Last Modified:** Tuesday, August 02, 2016 8:58:47 AM  
**Time Spent:** 00:04:11  
**IP Address:** 24.43.247.116

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

*Respondent skipped this question*

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

loving the open space and trail access!

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

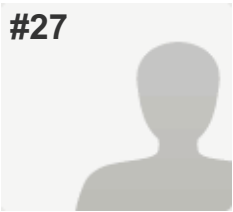
*Respondent skipped this question*

**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

looks easier to get around. i'm excited for what's to come!

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#27



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, August 02, 2016 9:06:38 AM  
**Last Modified:** Tuesday, August 02, 2016 9:17:38 AM  
**Time Spent:** 00:11:00  
**IP Address:** 24.43.247.116

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

This is a great start. On the right track.

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**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

*Respondent skipped this question*

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**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Could be a really great entry into Carlsbad. I look forward to seeing more.

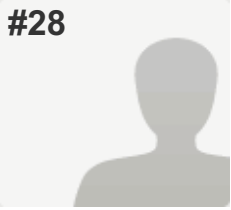
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

Would love to see something like this in South Carlsbad. I could walk or ride my bike there! Right now we just drive to Leucadia for dinner and drinks.

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#28



**COMPLETE**

**Collector:** Web Link 1 (Web Link)

**Started:** Wednesday, August 03, 2016 11:22:07 PM

**Last Modified:** Wednesday, August 03, 2016 11:33:57 PM

**Time Spent:** 00:11:50

**IP Address:** 75.32.229.2

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

We feel the plan should stick closely to the original guiding principles laid out in the Ponto village vision plan adopted by the city Council brooks me 10 years ago. Coastal retail for all to enjoy with open spaces and trails and access to the beach. Modest density of housing to the east of Ponto Drive.

---

**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

We prefer only retail to west of ponto drive with beach friendly retail and adequate street/surface parking. Residential to east of ponto drive acceptable but limit density and consider larger high end condos and fewer of them. They will sell better and be more appropriate for the region

---

**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Strongly prefer roundabout on eastern most entrance on avenida encinas and no second exit on avenida encompass to the west of roundabout. Consider slowing devices on avenida encinas and safe cross walks over the main entrances south and north on avenida encinas so kids and families can walk to beach. Consider signal instead of stop sign to the east at portage way.

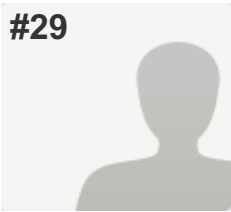
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**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

Agrarian/contemporary style seems appropriate as long as high end materials and construction is used. Keep spaces open and airy with some visual access through the buildings when possible. Good surrounding landscaping with consideration of fire pits. Lots of outdoor seating areas. Small amphitheater an excellent idea.

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#29



**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, August 05, 2016 6:45:24 PM  
**Last Modified:** Friday, August 05, 2016 7:10:08 PM  
**Time Spent:** 00:24:43  
**IP Address:** 70.195.135.21

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**PAGE 1: COMMUNITY FEEDBACK FORM**

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**Q1: Questions/Comments on Shopoff vision statement and planning guidelines (See Vision and Guiding Principles)**

*Respondent skipped this question*

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**Q2: Questions/Comments on revised conceptual site plan (See Ponto Concepts)**

I see another entrance proposed for Avenida Encinas where the commercial area is going to be. This will create even more traffic congestion. The entrance/ exit to the commercial area should be on Ponto

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**Q3: Questions/Comments on composite mobility plan (See Ponto Concepts)**

Again the proposed entrance on Avenida Encinas to the shopping area should be on Ponto.

---

**Q4: Questions/Comments on market concept for commercial space and elevation views (See Commercial Concepts)**

The height should be limited to 2 stories just as the homes in San Pacifico roof top patios are not acceptable as the noise level will be too loud. Also privacy for homes in Vistamar will be compromised which is unfair to people who have lived here almost 20 years. Also need more set backs as animal waste in particular will be a problem. Foot traffic to and from the beach needs enough room for two way passage along with all the equipment people bring to the beach.

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